

Queensland's Personalised Transport Reform

Fact sheet: Identification signage for booked hire vehicles

Who does this apply to?

Ride-booking industry.

What is it?

All vehicles used to provide ride-booking services need to be identifiable by customers and compliance officers. Unlike taxis and limousines, ride-booking vehicles do not have distinctive number plates to aid in identification so clear signage is required.

New, strengthened signage requirements have applied to ride-booking vehicles since 1 October 2017.

A booking entity that provides booking services for ride-booking vehicles will be required to advise the Department of Transport of Main Roads (TMR) of their sign.

Section 90 of the *Transport Operations (Passenger Transport) Regulation 2018* (TOPTR) provides information about the requirements for a booked hire service identification sign. The identification sign must be:

- square and at least 146mm x 146mm in size
- retroreflective
- displayed on the bottom left-hand side of the front and rear windscreens, when viewed from behind the vehicle
- clearly visible from at least 20m away from the windscreen

To ensure the identification sign meets the specifications above, booking entities should consider the following when developing a sign:

- ensure the sign clearly identifies the booking entity for which the particular vehicle is providing a service by featuring the name, logo, trademark or similar identifier of the booking entity. For ease of identification it is recommended that this component is the main feature of the sign.
- keep the design simple and uncluttered to ensure the sign is visible from at least 20 m away.
- limit the use of generic wording such as 'Booked Hire', 'Booked for Hire' or 'Booked Hire Vehicle', particularly as the main design element of the design.

It should be noted that words such as 'taxi', 'taxi-cab', 'cab', 'limousine', 'limo' or a similar expression cannot be used on a booked hire service identification sign.

Generic signage is not permitted for drivers who provide services for multiple booked hire entities, and if a driver is operating through multiple applications or platforms at the same time, the driver must display the relevant signage for each entity.

The signs may not be placed in a way that obstructs the driver's view of the road or traffic.

Identification signs and any other sign which implies a vehicle is able to be used to provide a booked-hire service cannot be displayed on a vehicle if it is not being used, or not available to be used, to provide such a service. This

means when a vehicle is being used for private purposes or the vehicle is not being used at all, the driver must remove any booked hire signage.

What do you have to do?

A booking entity that provides booking services for ride-booking vehicles must write to the department (at personalised.transport@tmr.qld.gov.au) providing a to-scale image of the identification sign and confirming that the dimensions and features of the sign meet the legislative requirements.

Entities are encouraged to contact TMR about their signage before new signs are produced to avoid additional costs should the sign not comply with requirements.

It is important to remember that the purpose of the sign is to help passengers identify their booked hire vehicle and assist TMR compliance officers and the Queensland Police Service to undertake their duties by being able to identify vehicles. For this reason, generic signage is not permitted for drivers who provide services for multiple booking entities.

Taxis and limousines are required to have a distinguishing number plate and booked hire service identification signs **do not** apply.

The penalty for non-compliance is two penalty units, or \$261.

For more information about Queensland's Personalised Transport Reform, visit personalisedtransport.tmr.qld.gov.au or email personalised.transport@tmr.qld.gov.au